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THE WILLIAM MACDONALD SEED CO.

Exclusive Flower Seed Growers

SANTA MARIA, CALIFORNIA

OVER THIRTY-SEVEN
YEARS IN THE
SEED BUSINESS

EUROPEAN EXPERIENCE
1900 TO 1911
AMERICAN EXPERIENCE
1912 TO 1927

AUGUST 12, 1938

GENTLEMEN:



WE ARE SENDING OUT THIS LITTLE "EXTRA" TO TELL YOU ABOUT THE VERY FINE CROP OF LARKSPUR WE ARE NOW ABOUT READY TO HARVEST.

PERHAPS YOU READ A DESCRIPTION OF OUR LARKSPUR FIELDS IN THE JULY 29TH ISSUE OF SEED WORLD--AND THEN AGAIN, MAYBE IT ESCAPED YOUR ATTENTION! AT ANY RATE, WE ARE PROUD TO SAY THAT WE ARE NOW IN THE PROCESS OF HARVESTING THE FINEST CROP OF LARKSPUR EVER GROWN BY US; AND WITHOUT EXAGGERATION, THE TALLEST AND MOST FLORIFEROUS WE HAVE SEEN PRODUCED IN CALIFORNIA FOR A GOOD MANY YEARS.

EACH VARIETY AVERAGED BETWEEN $5\frac{1}{2}$ AND $6\frac{1}{2}$ FEET TALL, WITH MANY RUNNING OVER THE 7 FOOT MARK!

AS MANY OF YOUR CUSTOMERS WILL SOON BE ASKING FOR NEW CROP LARKSPUR SEED, WE SUGGEST THAT YOU ESTIMATE YOUR REQUIREMENTS NOW AND SEND US YOUR ORDER IN THE NEXT DAY OR SO. NEW CROP LARKSPUR ALWAYS SEEMS TO GERMINATE BETTER AND ADDS NEW NAMES TO YOUR LIST OF SATISFIED CUSTOMERS.

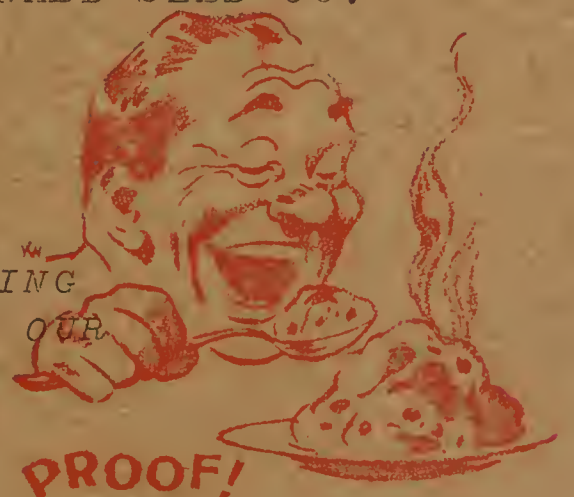
YOUR ORDERS FOR ANY OF THE ENCLOSED VARIETIES WILL BE GREATLY APPRECIATED AND RECEIVE OUR BEST ATTENTION.

YOURS VERY TRULY,

THE WILLIAM MACDONALD SEED CO.

WM J
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P. S. AN OLD SAYING: "PROOF OF THE PUDDING IS IN THE EATING." YOUR REPEAT ORDERS FOR OUR LARKSPUR ARE A SAFE BET!



FIRM NAME.....DATE.....
CITY.....STATE.....

QUANTITY

PER POUND

LARKSPUR GIANT IMPERIAL

.....APPLE BLOSSOM, BLUSH WHITE	.30	4.00
.....BLUE BELL, MID BLUE	.30	4.00
.....BLUE COCKADE, RICH LILAC BLUE	.30	4.00
.....BLUE SPIRE, DARK BLUE	.30	4.00
.....CATTLEYA, ROSY LILAC	.30	4.00
.....CARMINE KING, ROSY CARMINE	.30	4.00
.....CINNABAR COCKADE, BRIGHT ROSE RED	.50	6.00
.....CORAL KING, BLUSH WHITE	.30	4.00
.....DAINTINESS, LAVENDER BLUE	.30	4.00
.....DAZZLER, EARLY BRIGHT CARMINE	.30	4.00
.....EXQUISITE PINK IMPROVED	.30	4.00
.....EXQUISITE ROSE, ROSE PINK	.30	4.00
.....GLORIA IMPROVED, ROSE ON SALMON	.30	4.00
.....LILAC QUEEN, LILAC LAVENDER BLUE	.30	4.00
.....LILAC SPIRE, LILAC	.30	4.00
.....LOS ANGELES, SALMON ROSE	.30	4.00
.....MISS CALIFORNIA, SALMON PINK	.30	4.00
.....SAPPHIRE COCKADE, DEEP LILAC	.50	6.00
.....SWEET LAVENDER, LAVENDER BLUE	.30	4.00
.....THE EMPRESS, ROSE PINK ON SALMON	.30	4.00
.....VIOLET COCKADE, RICH VIOLET PURPLE	.50	6.00
.....WHITE KING, PURE WHITE	.30	4.00
.....WHITE SPIRE, PURE WHITE	.30	4.00
.....EXQUISITE MIXED, FINEST MIXTURE	.30	3.50
.....CHOICE MIXED	.20	2.50

LARKSPUR TALL BRANCHING STOCK FLOWERED

.....AGERATUM BLUE	.15	1.80
.....BRIGHT ROSE (MAUVE ROSE)	.15	1.80
.....BRILLIANT ROSE	.15	1.80
.....DARK BLUE	.15	1.80
.....EMPRESS ROSE, RICH SALMON PINK	.15	2.00
.....EXQUISITE PINK	.15	2.00
.....LA FRANCE, SALMON PINK	.15	2.00
.....LILAC	.15	1.80
.....LOS ANGELES, ROSY SALMON	.15	2.00
.....LUSTROUS CARMINE	.15	2.00
.....PURE WHITE	.15	1.80
.....ROSAMOND, ROSE SELF	.25	3.50
.....ROSE QUEEN	.15	2.00
.....ROSY SCARLET	.15	2.00
.....SHELL PINK	.15	1.80
.....SKY BLUE	.15	1.80
.....EXQUISITE BLEND, FINEST MIXTURE	.10	1.25
.....MIXED	.10	1.00

